

In eleven years of living in the Triangle, and 28 years of living in North Carolina, I have repeatedly noticed a significant difference in the quality, content and focus of media coverage by locally-owned outlets when compared to corporate-controlled outlets. Local outlets care more and provide more accurate reporting and more local focus. It is a simple conclusion to reach that there is a measure of accountability to which a media outlet can be held when that outlet's owners are going to see that outlet's audience in line at the grocery store. A corporate-controlled outlet has only the interest of the corporation at heart; a locally-owned outlet has, in addition, its owners' reputation in the community.